

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

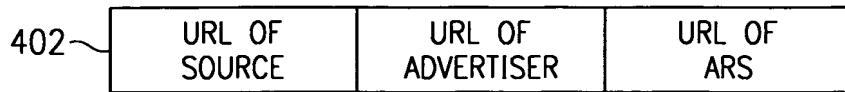


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

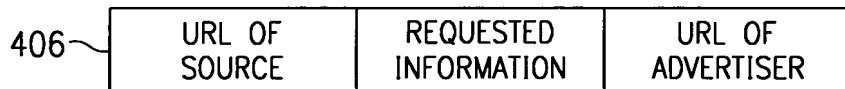
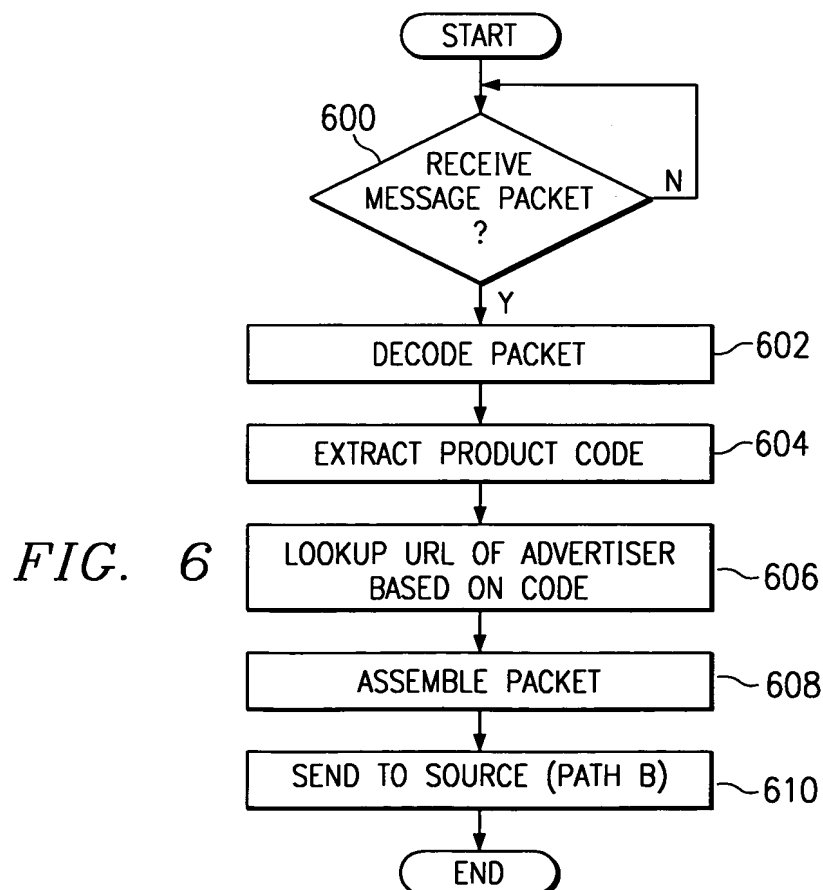


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e



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FIG. 5

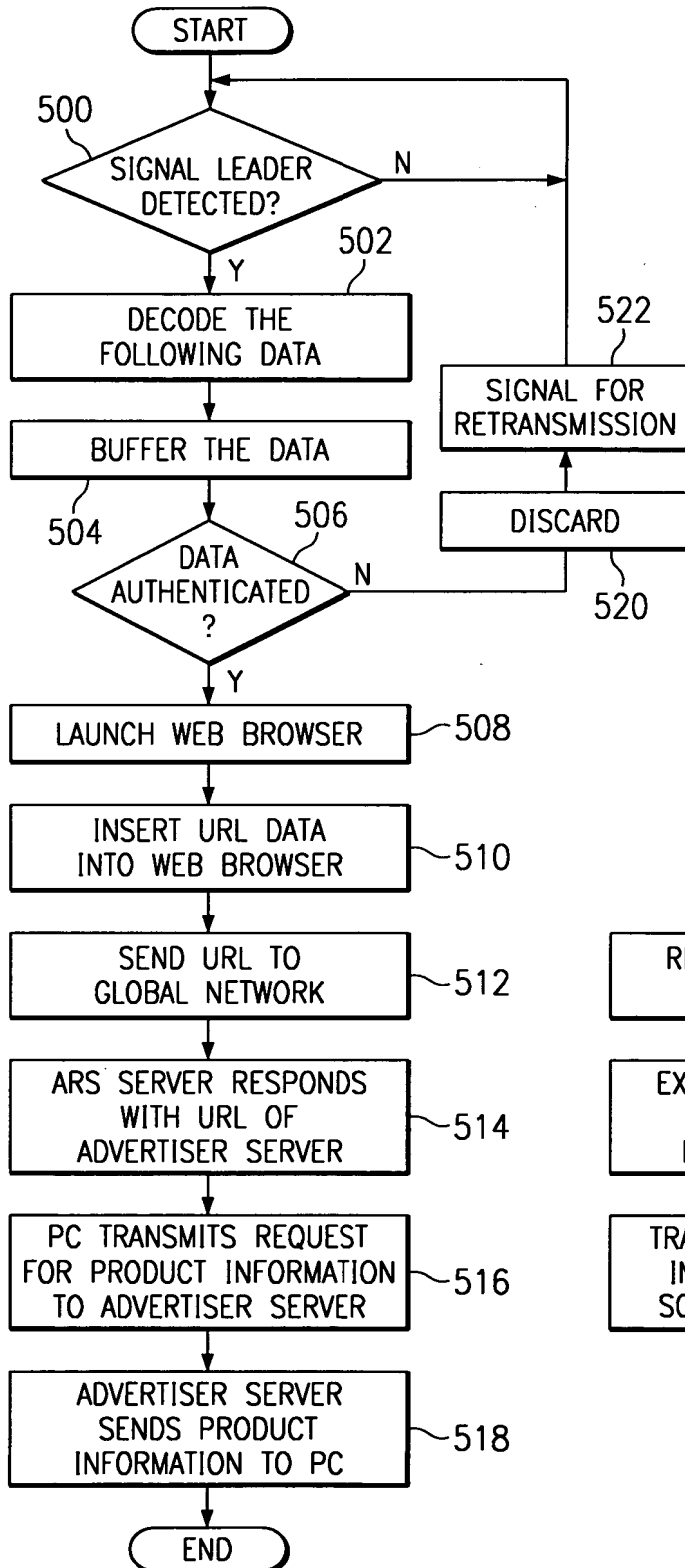
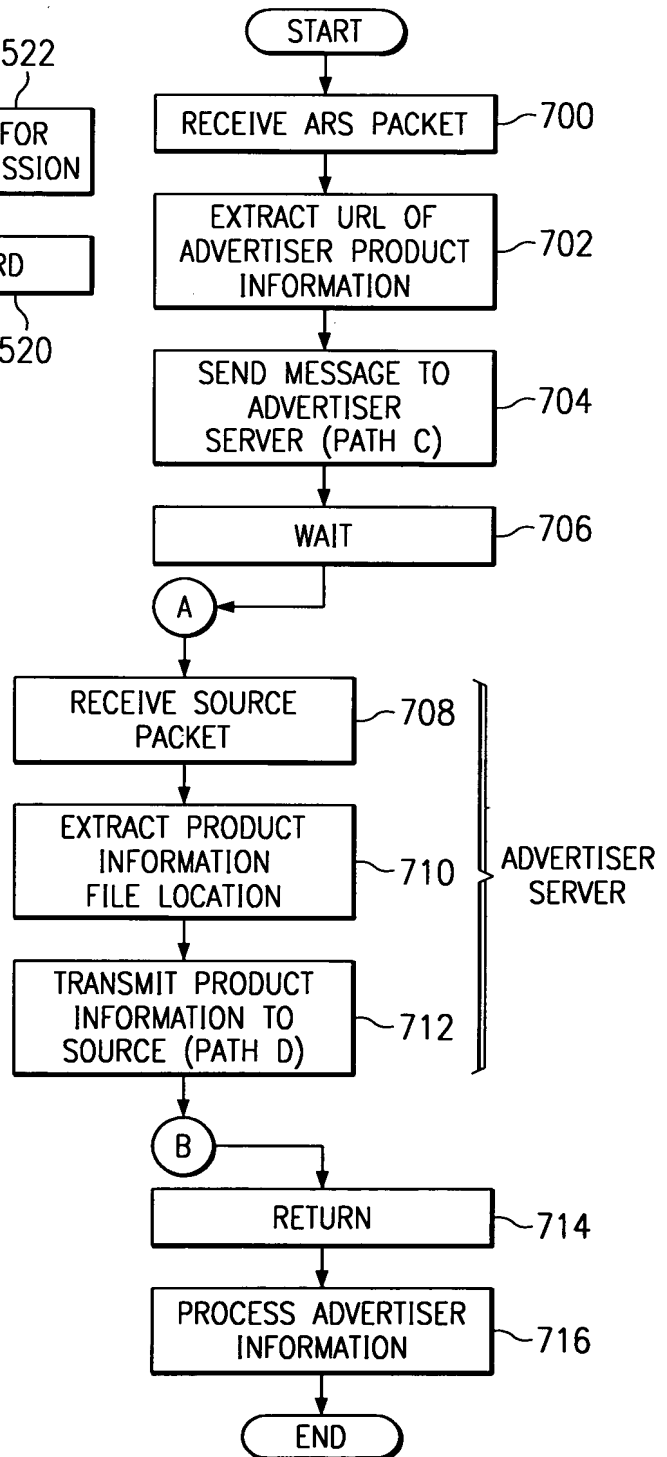


FIG. 7



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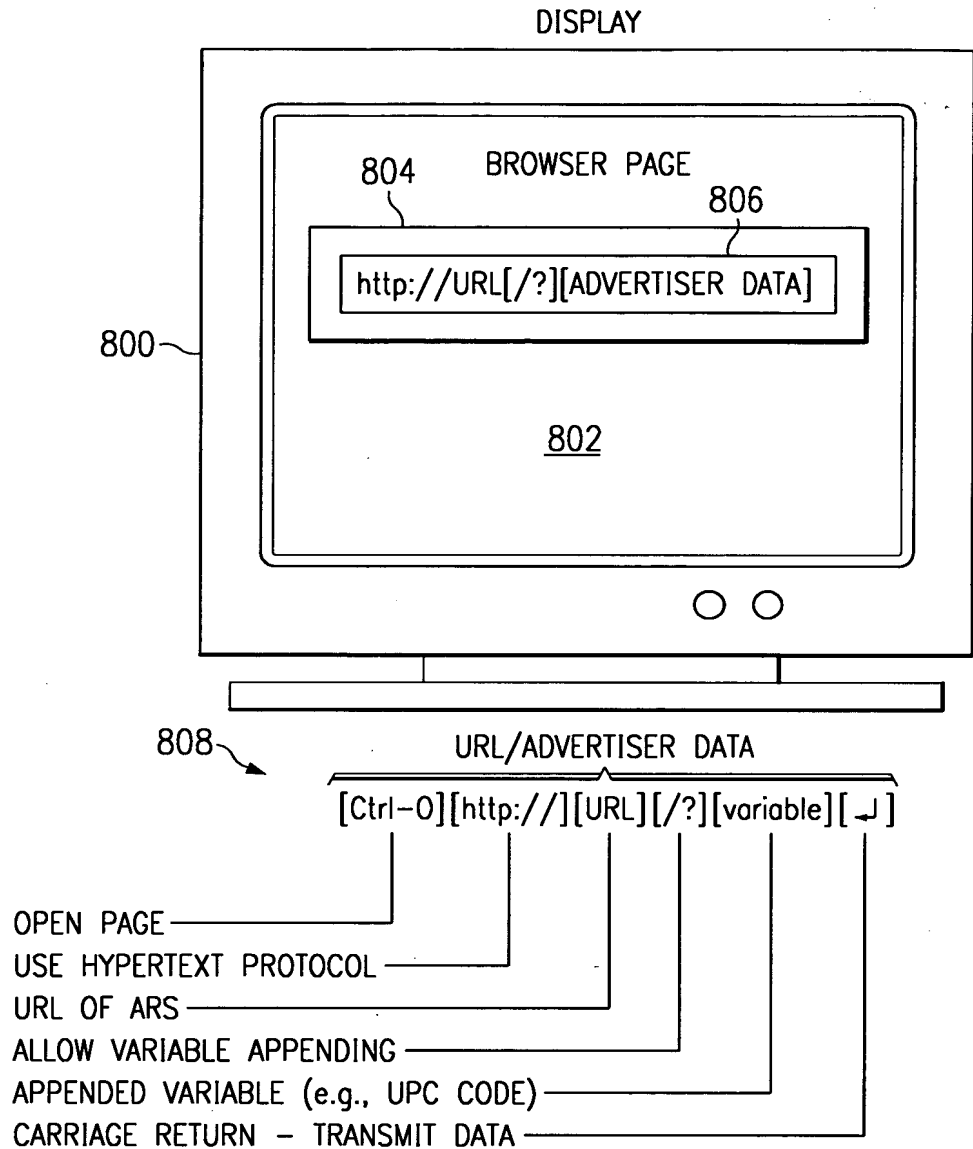


FIG. 8

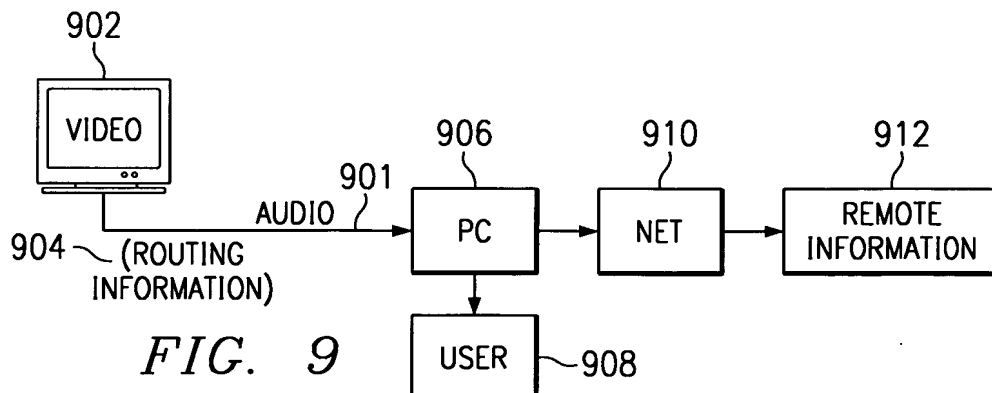
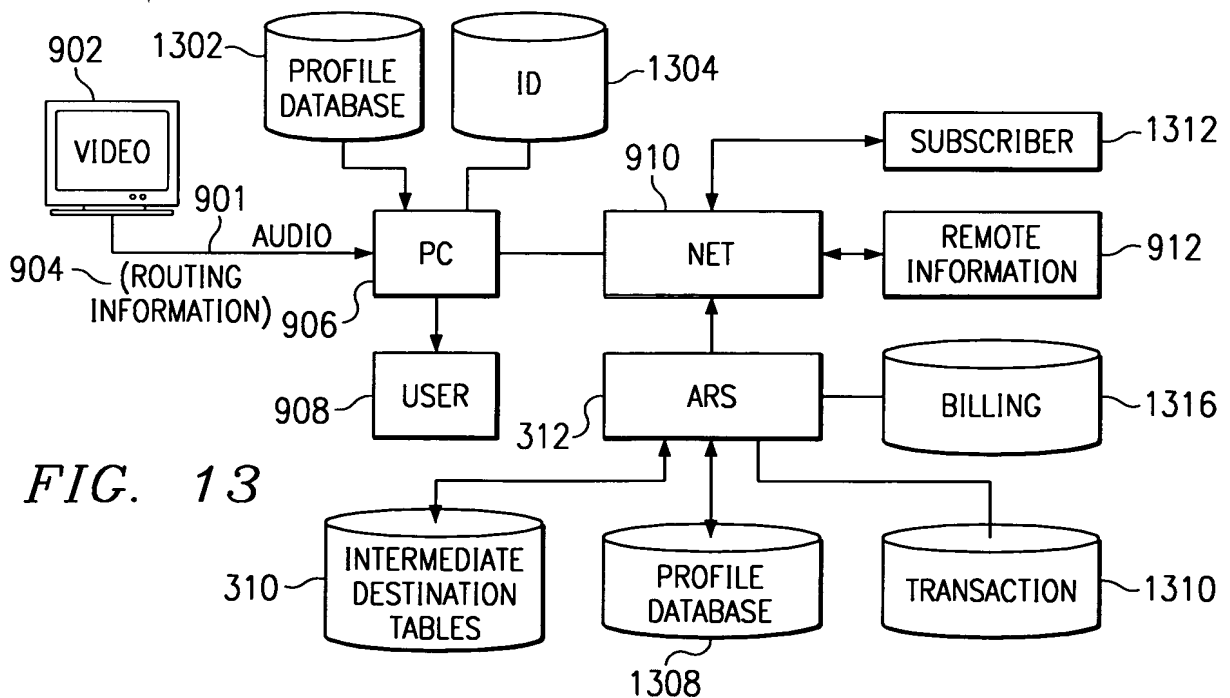
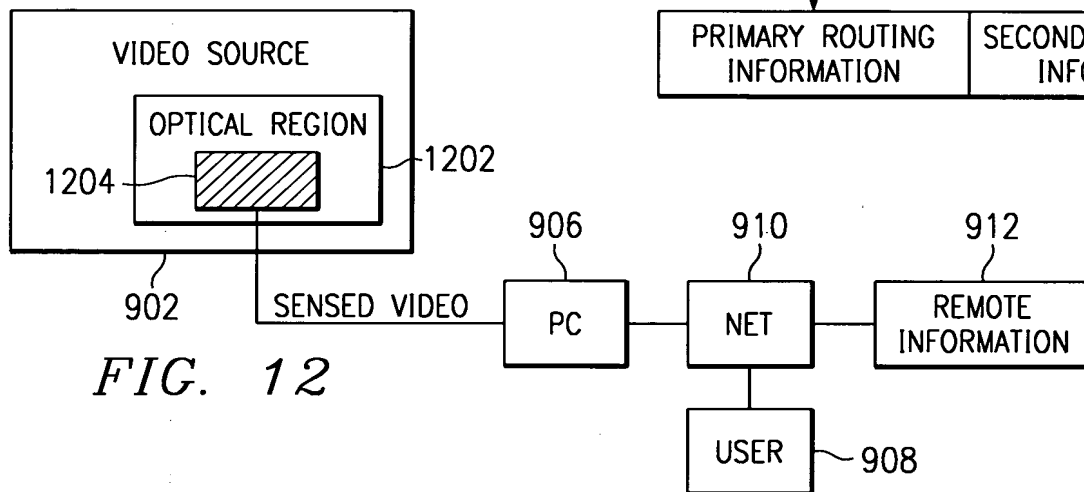
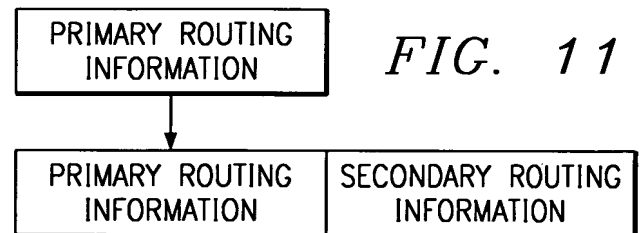
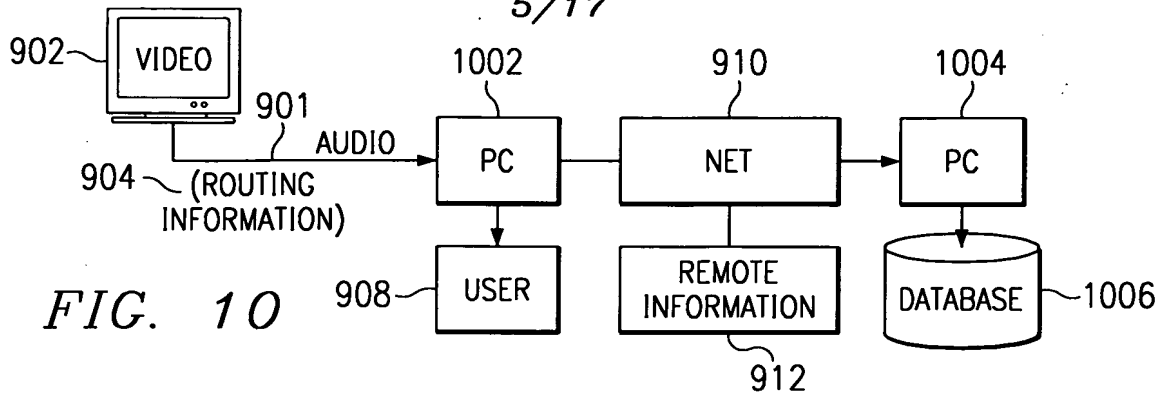


FIG. 9

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FIG. 14

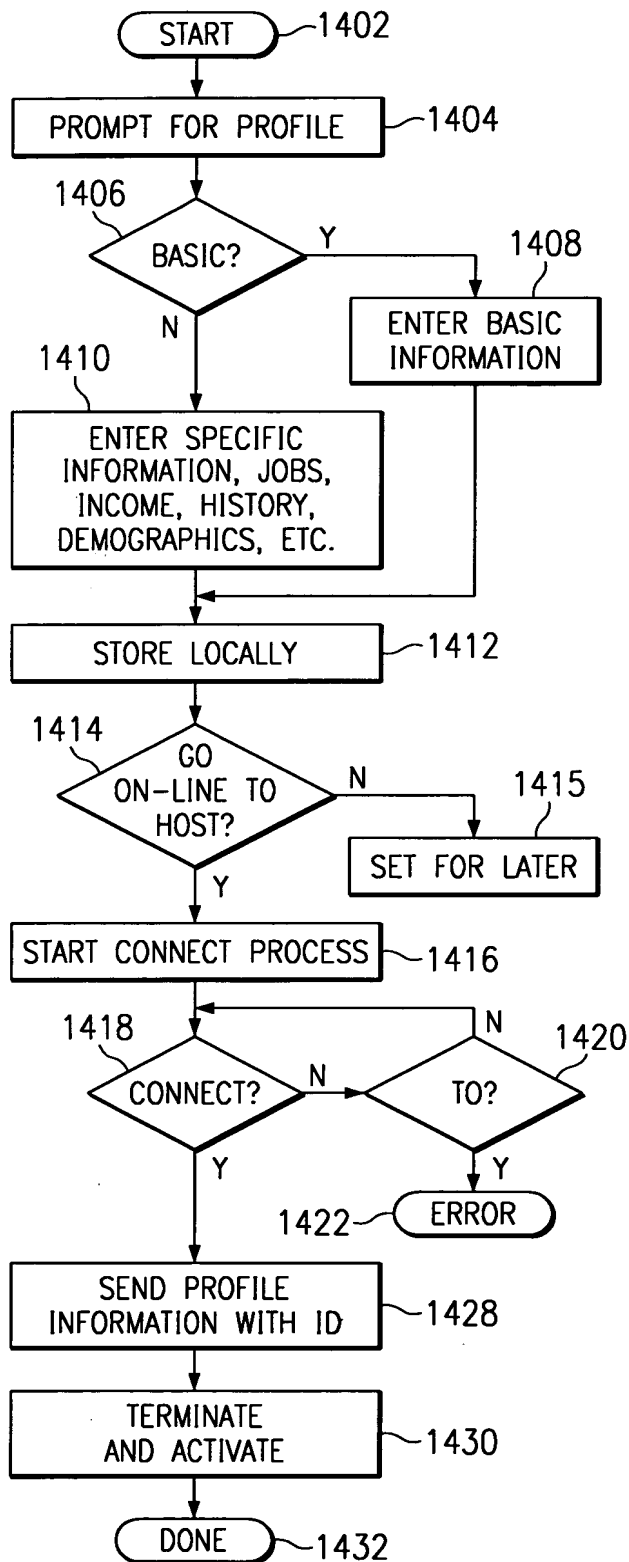
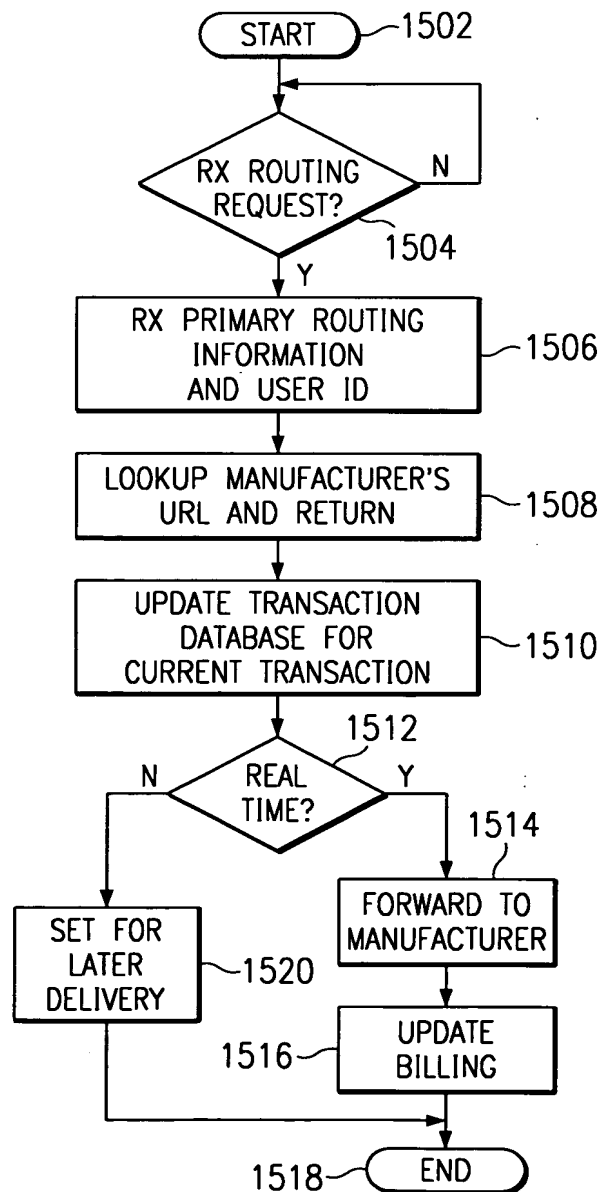


FIG. 15



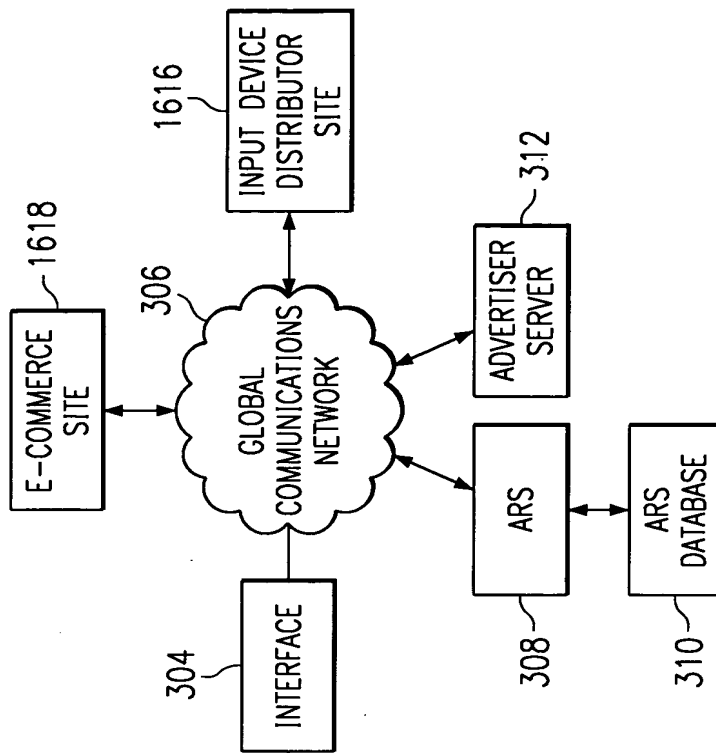


FIG. 16

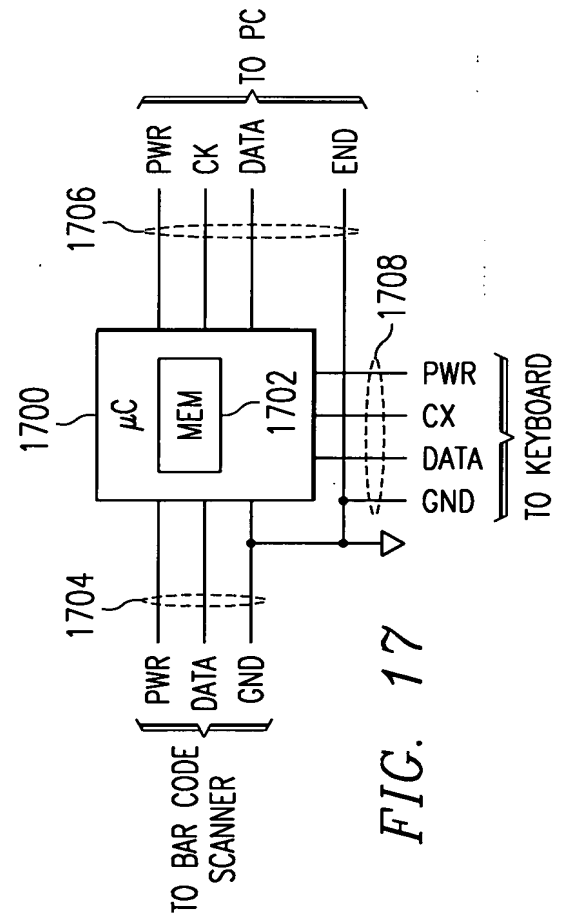


FIG. 17

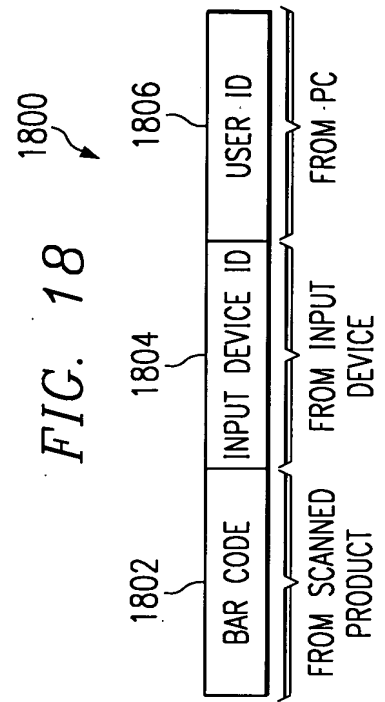


FIG. 18

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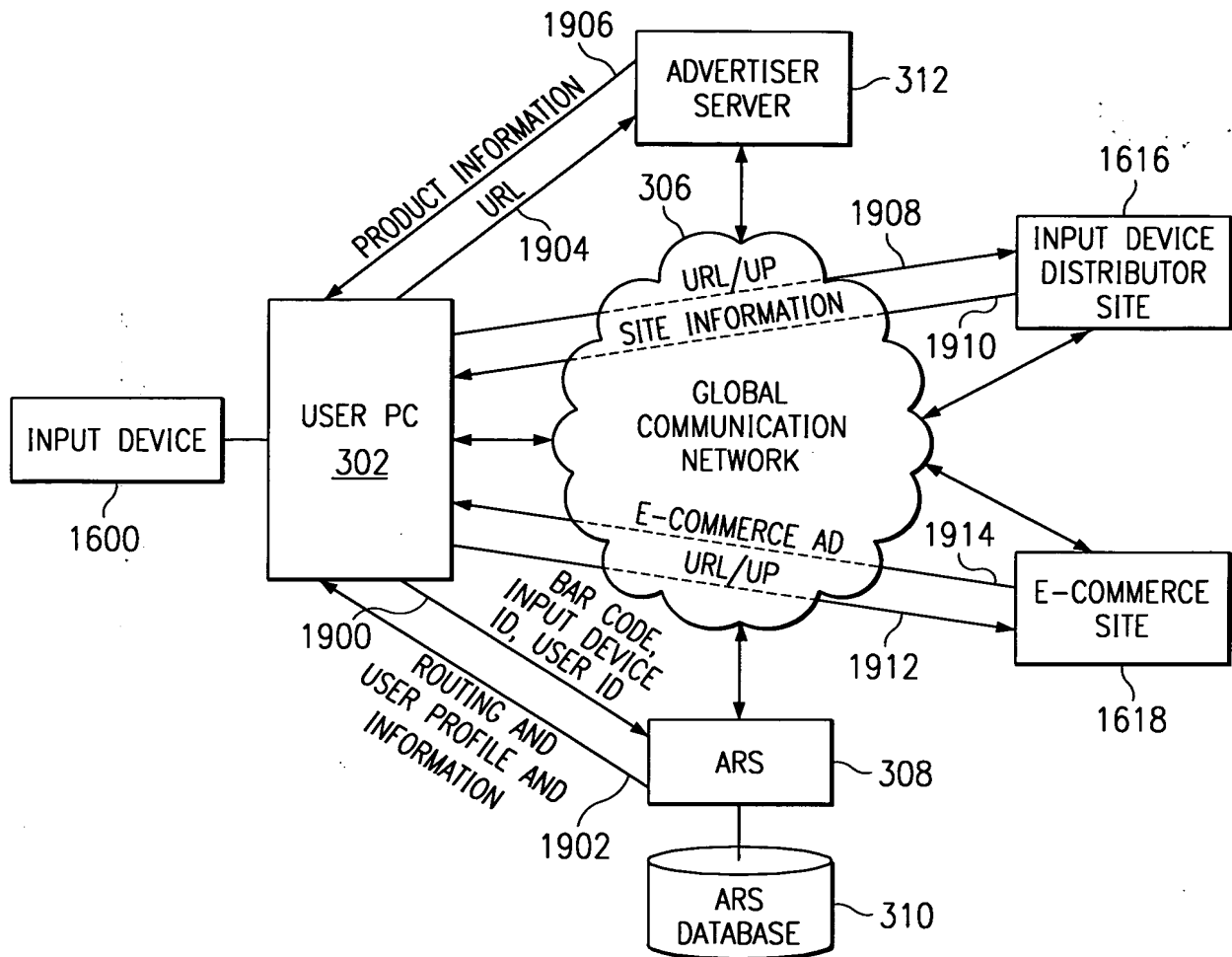


FIG. 19

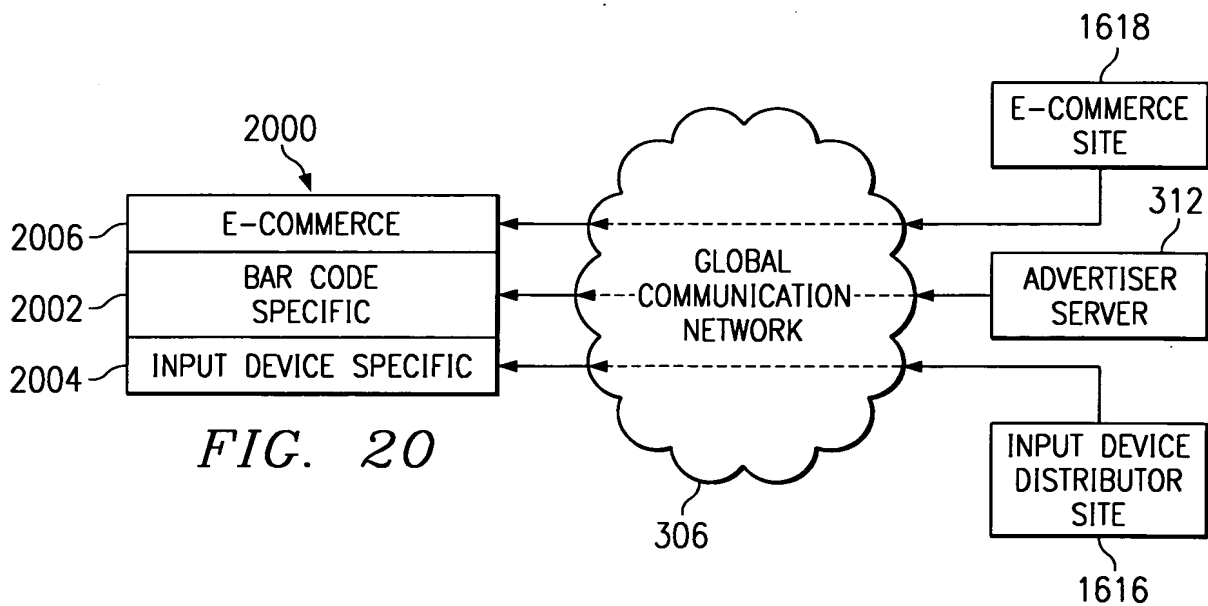


FIG. 20



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FIG. 21

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

ARS DATABASE  
 2100

FIG. 22

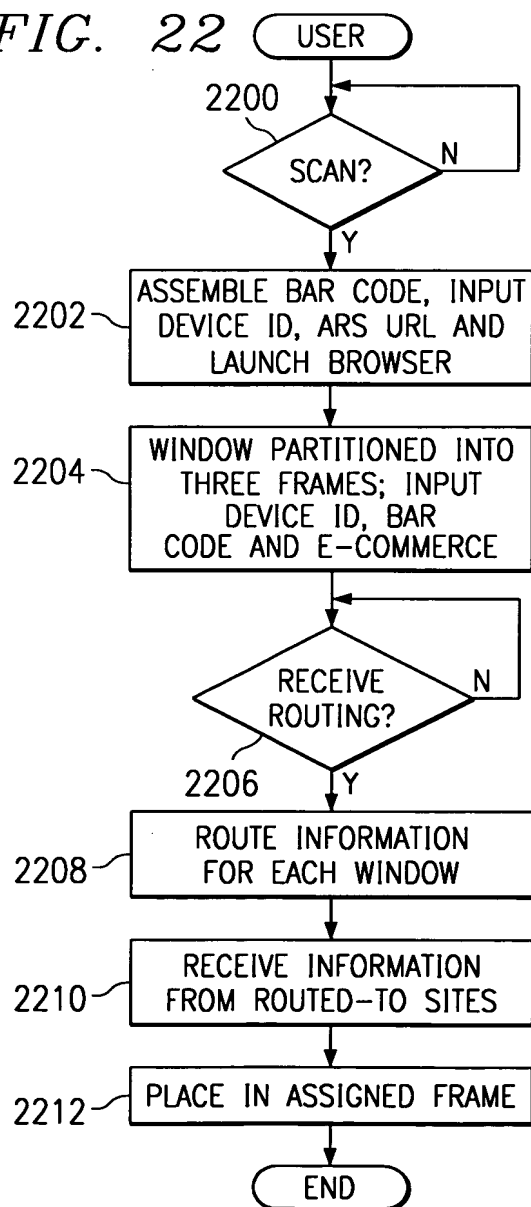
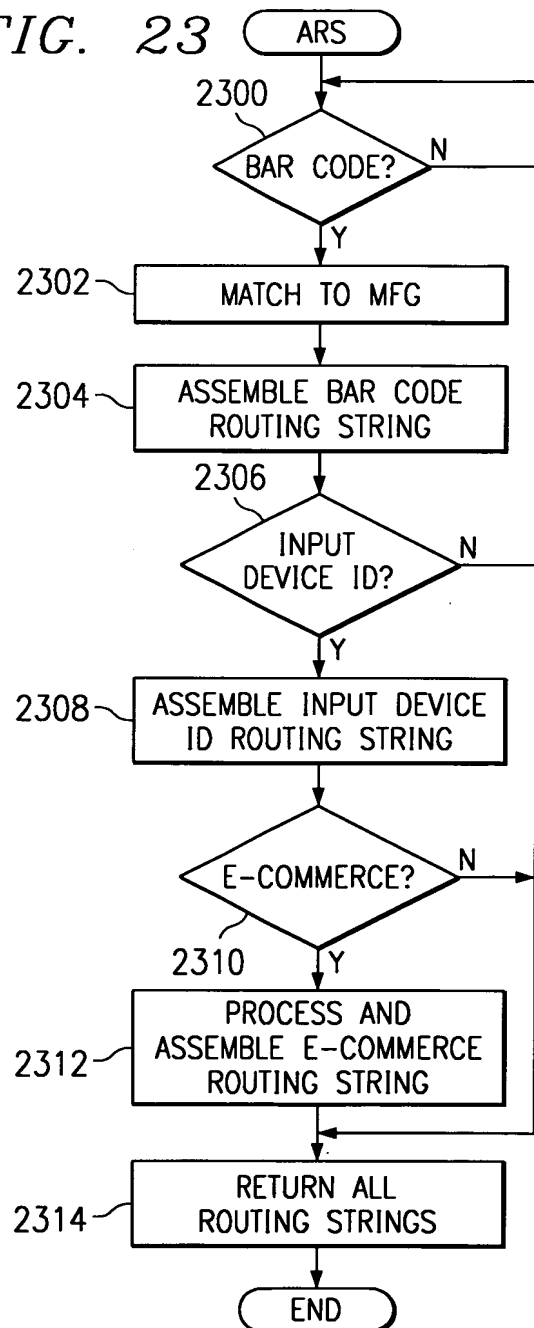


FIG. 23



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FIG. 24

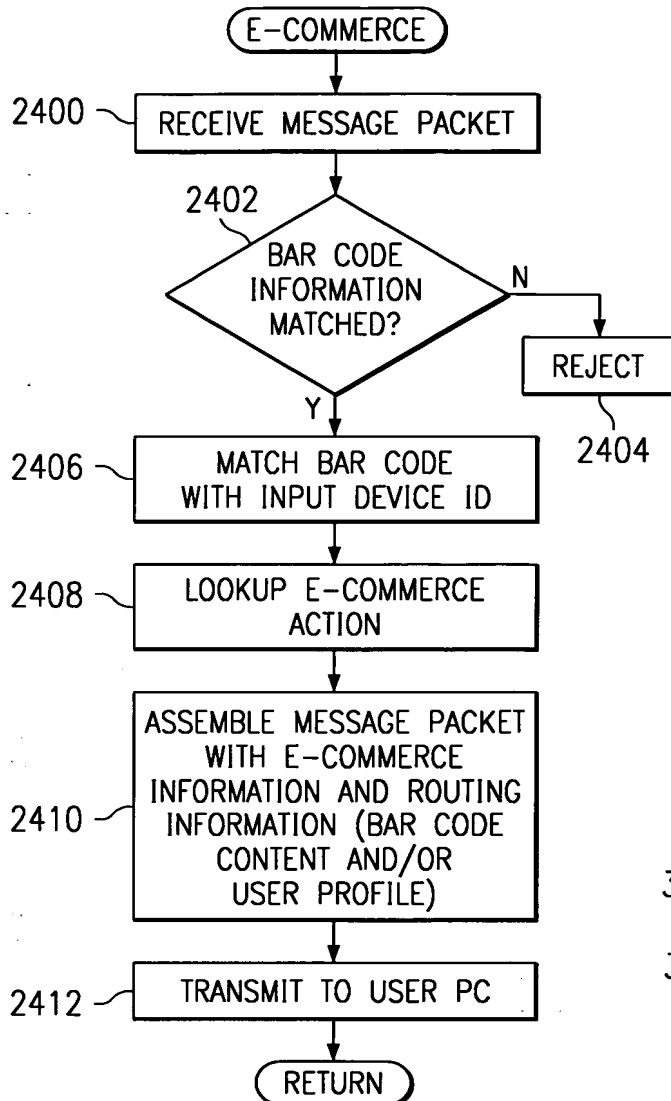
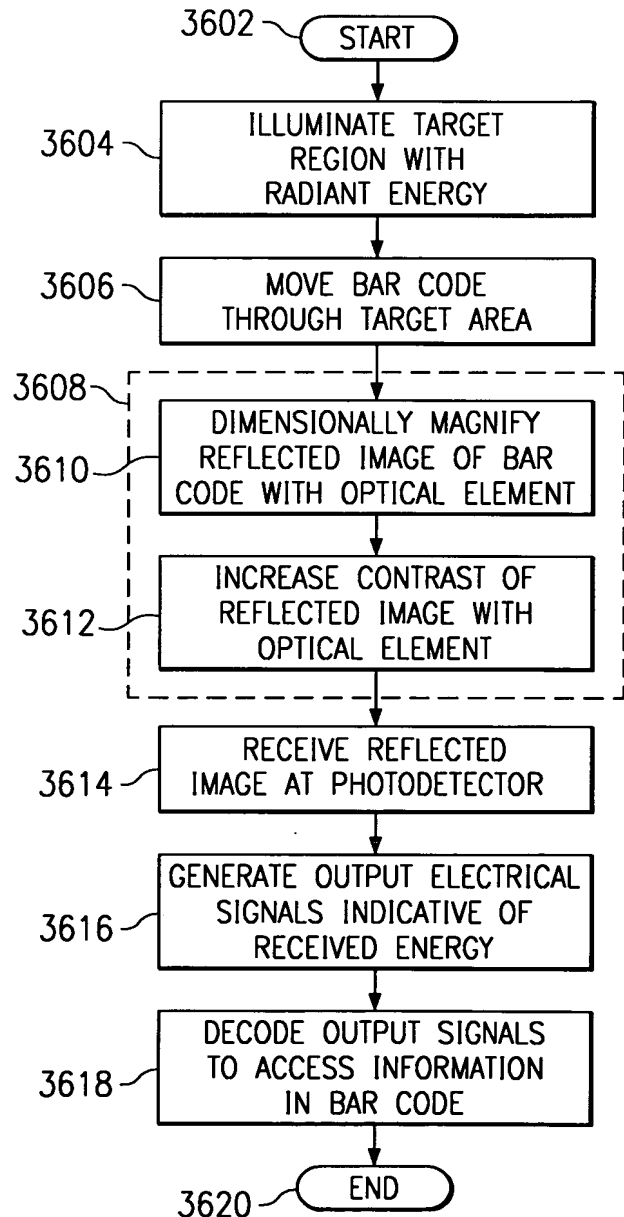


FIG. 36



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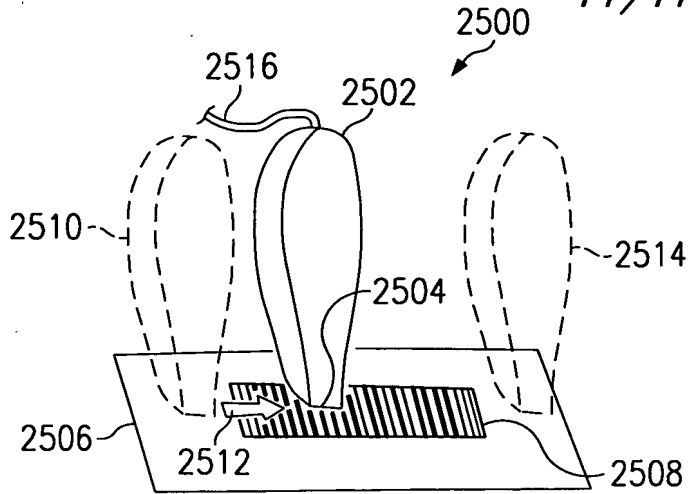


FIG. 25

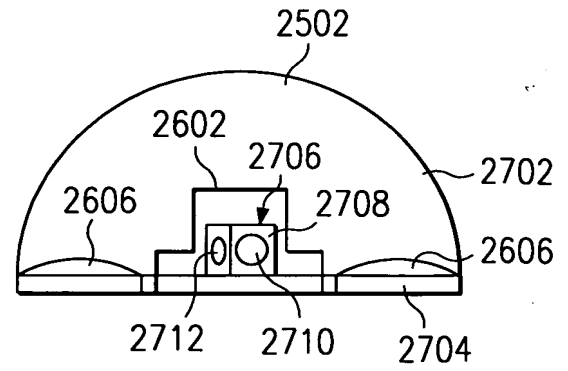


FIG. 27

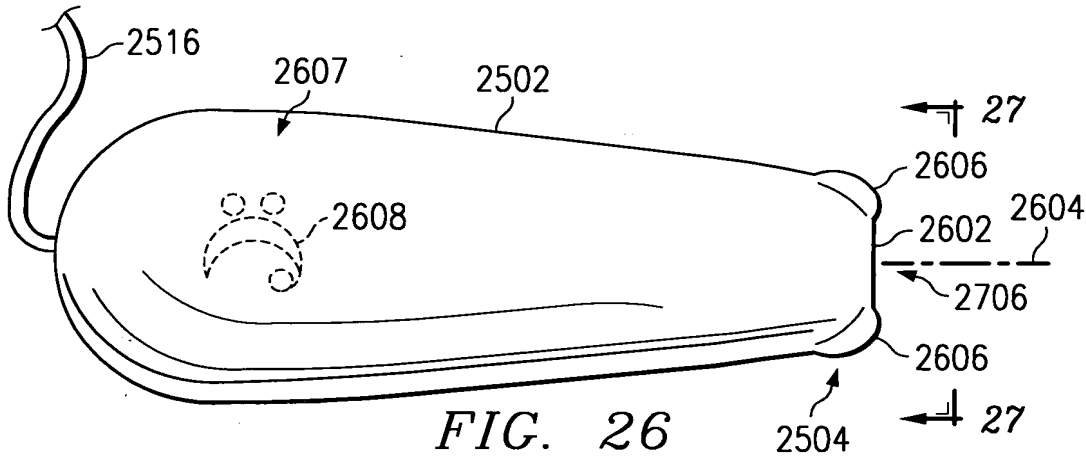


FIG. 26

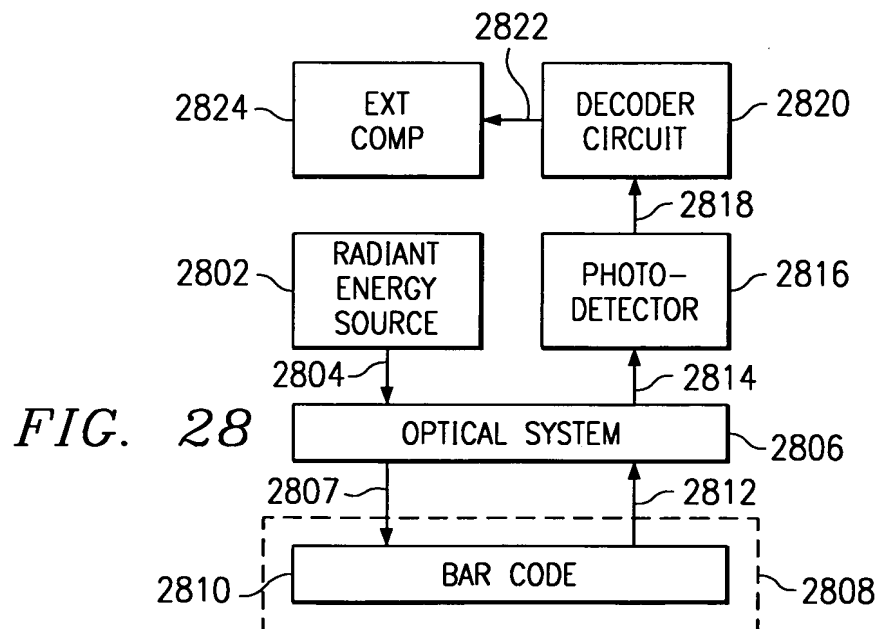
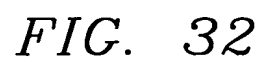
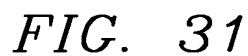
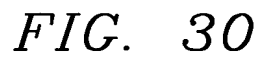
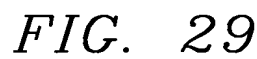
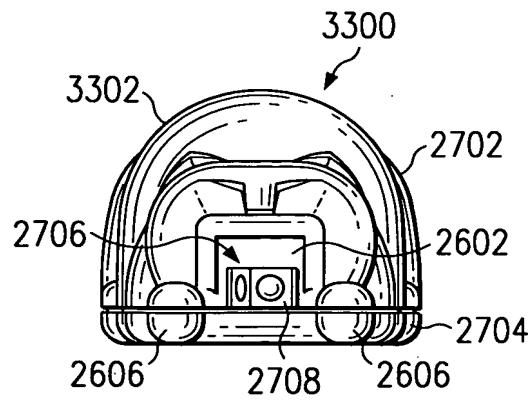
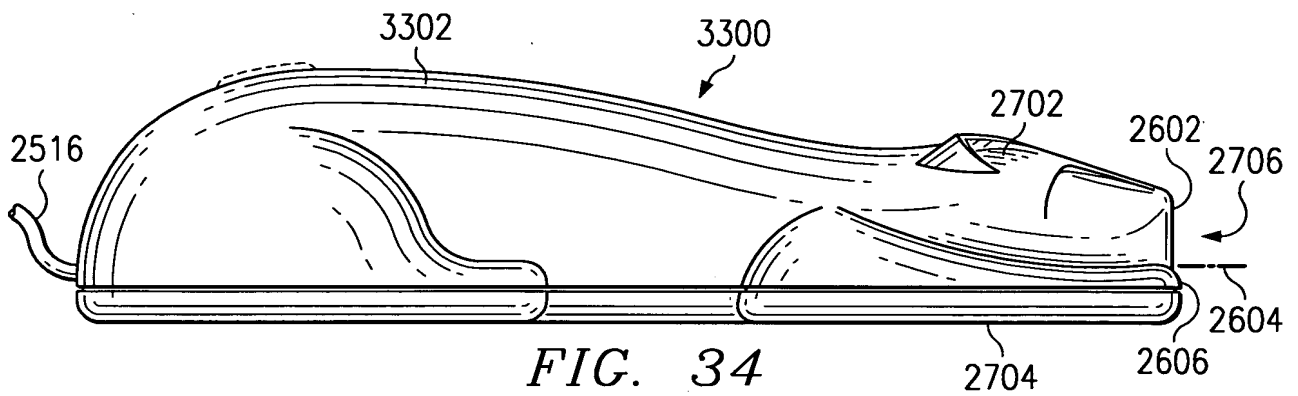
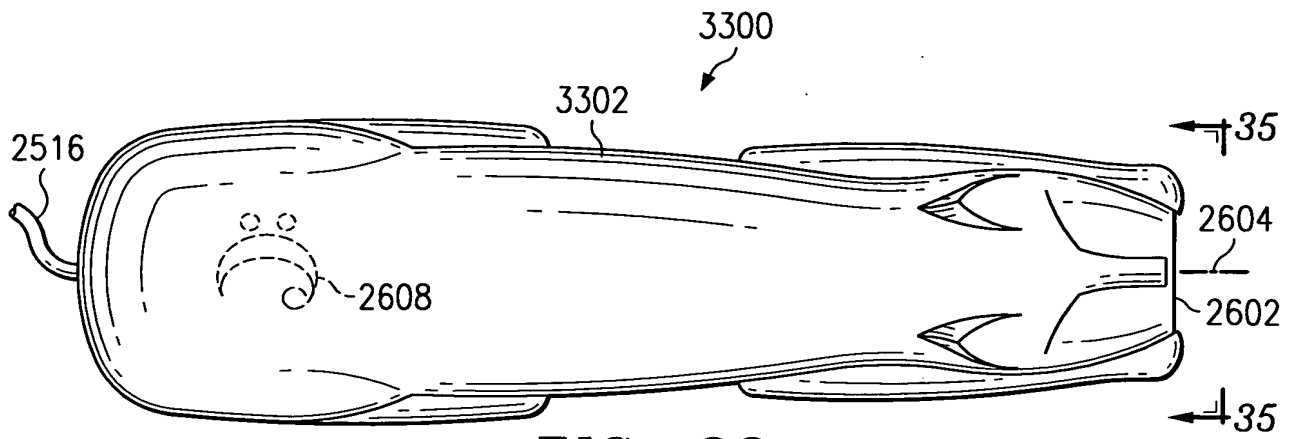


FIG. 28





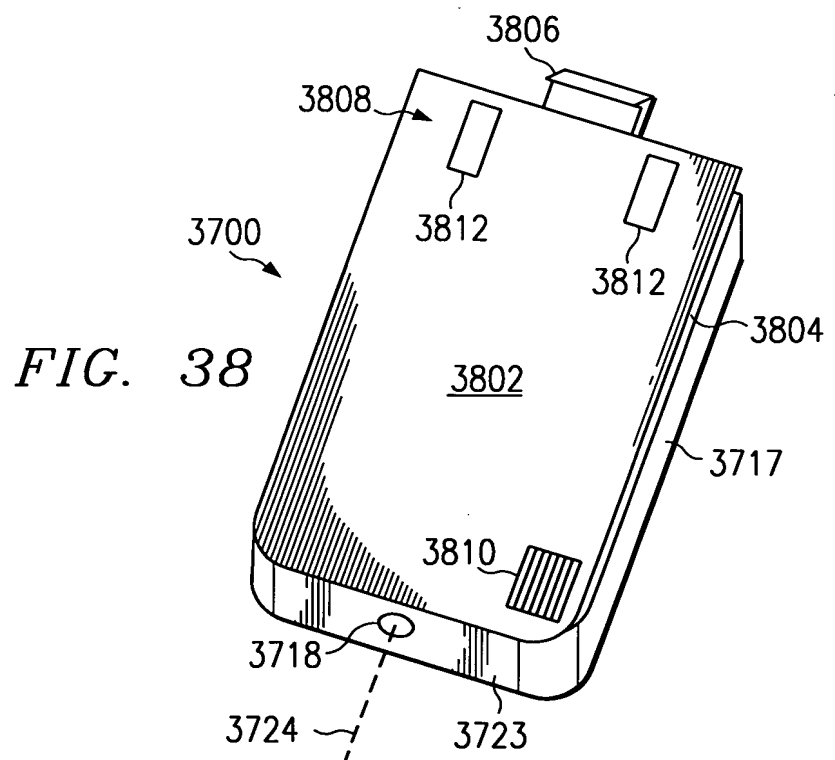
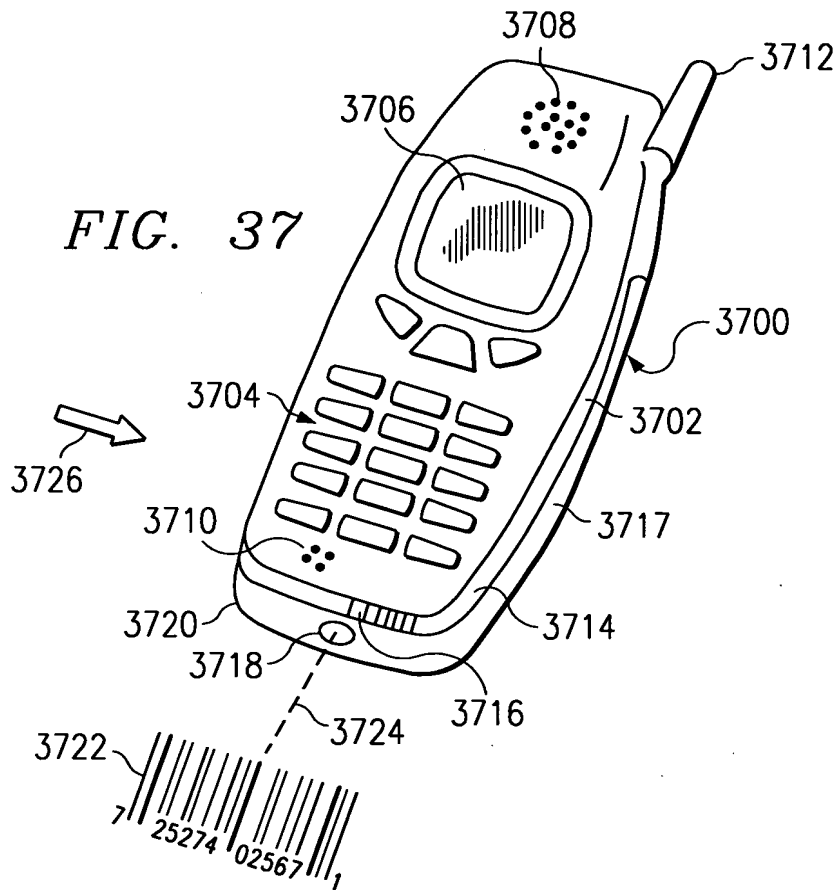


FIG. 39

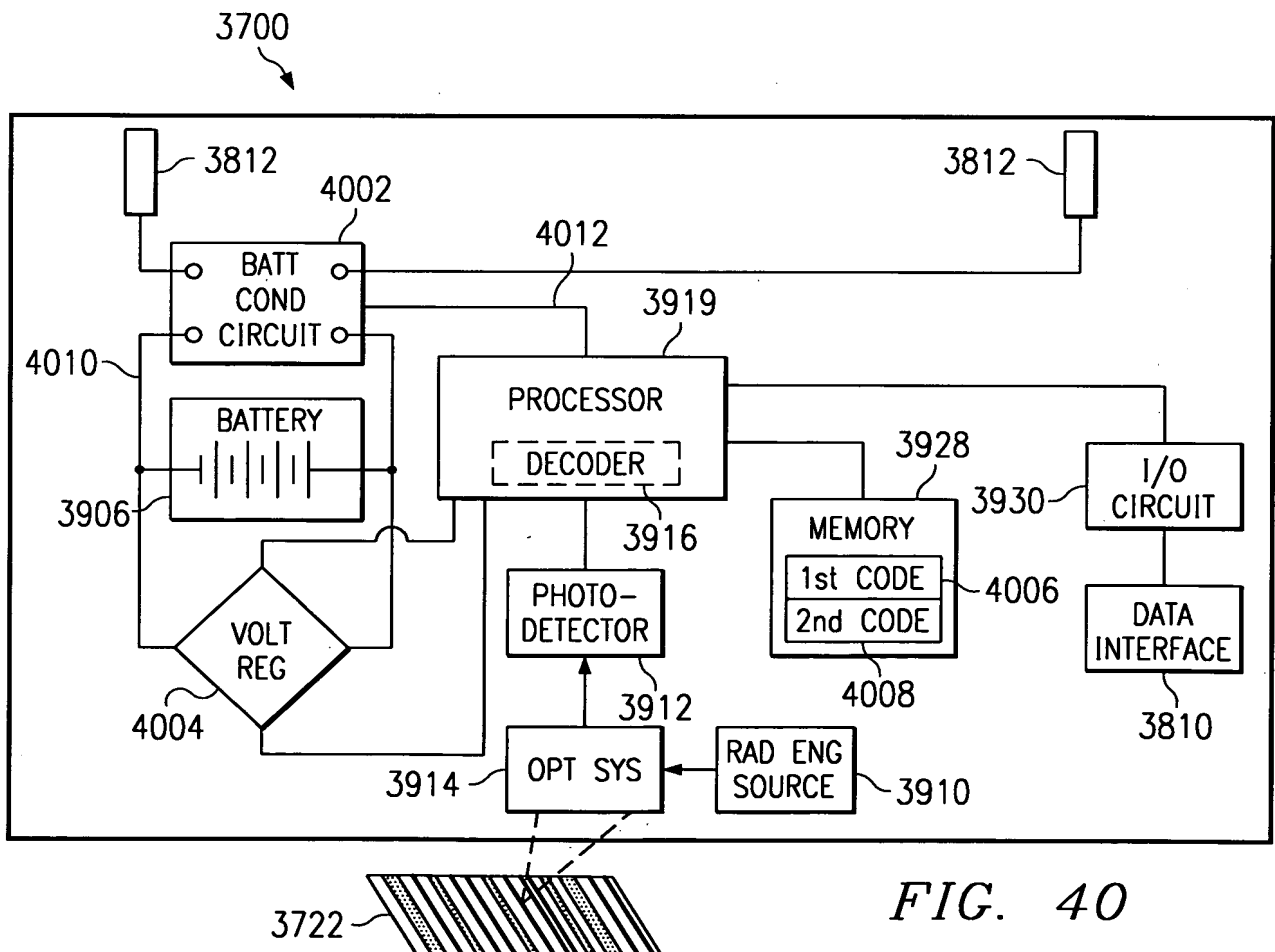
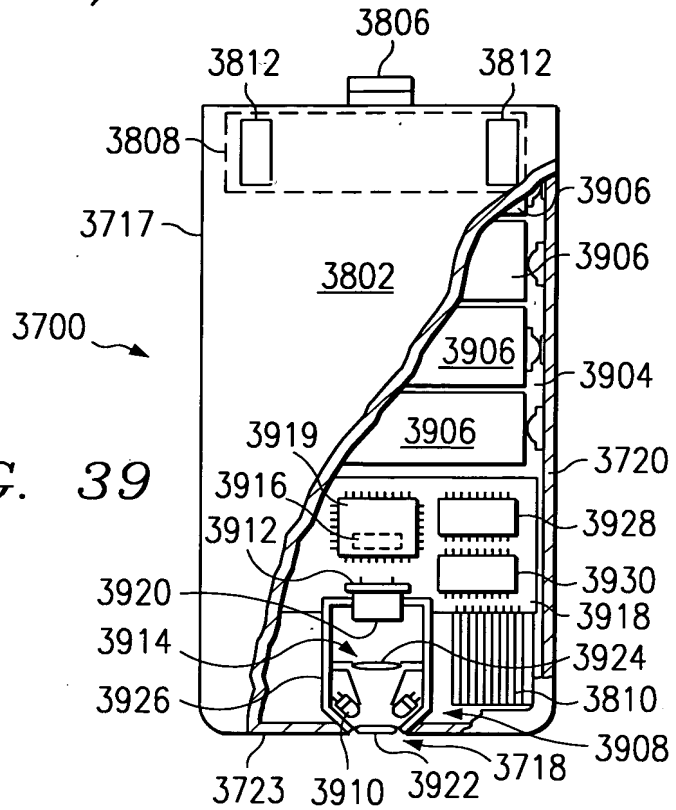


FIG. 40

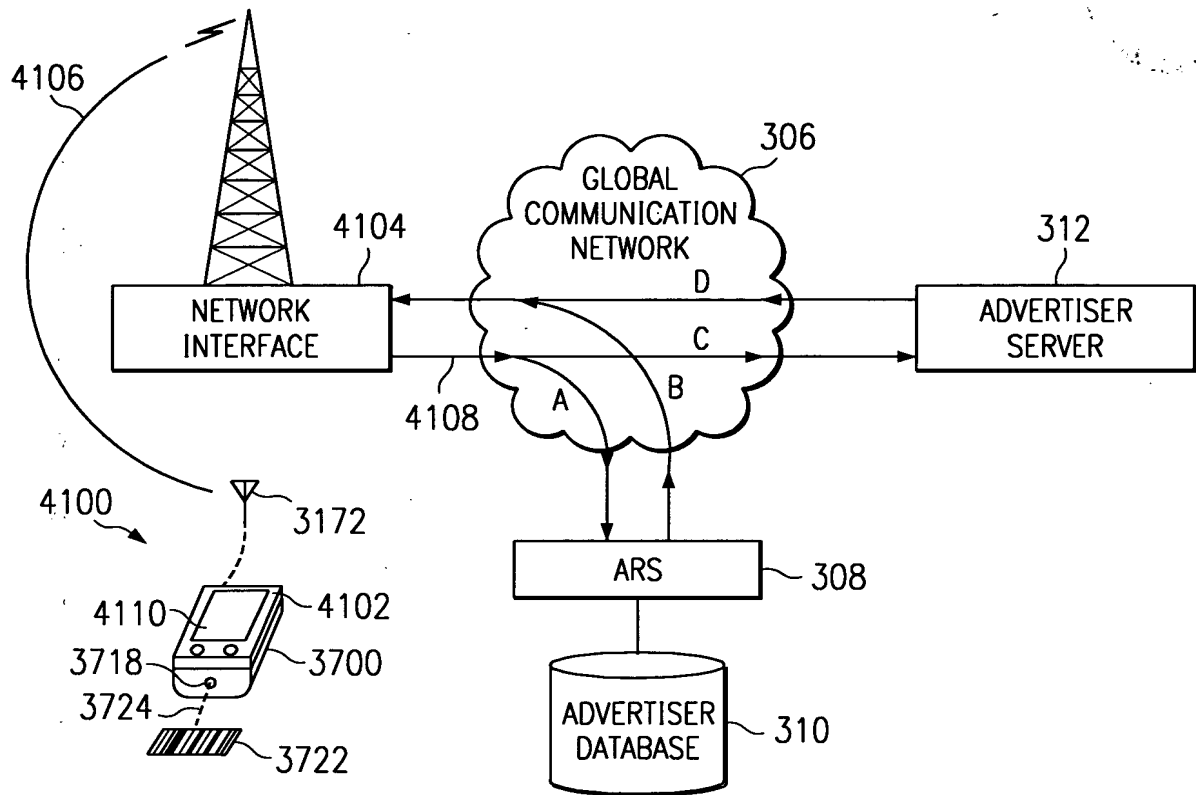


FIG. 41

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4202 ROUTING INFORMATION	4204 ENCODED INFORMATION FROM INDICIA	4206 1st CODE	4208 2nd CODE
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•

FIG. 42



FIG. 44

